



NEWSLETTER

Fourth Quarter

2006

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A Good Friend:

In Memory of Seymour Martin Lipset

It was at a restaurant in Paris in the year 1999. Patricia Moy and I found ourselves sitting somewhat forlornly amidst the roundtable gathering of WAPOR eminences once referred to by Wolfgang Donsbach as the "Grand Old Buffaloes of Survey Research." Was Juan Linz there? Hans Zetterberg? Bob Worcester? I think so, although I am no longer quite sure. In any event, Elisabeth Noelle-Neumann, who had urged me to take a seat at the table, was there, along with Elihu Katz and Marty Lipset. At first, I felt out of place, but there was no time to be overcome by awe, since I quickly noticed that the table was like a family gathering and I had apparently been accepted as one of the family without a second thought. With obvious pleasure, Marty devoted himself to the exquisite meal. At the same time, while gradually laying waste to the tablecloth around him, he raised the question of who should be nominated for that year's Helen Dinerman award. Philip Converse? Frank Stanton? Who else? Hesitantly, I suggested Robert Merton. Lipset fumed: Why hadn't Merton gotten the award already? He should have gotten it long ago! Quickly, those at the gathering agreed to nominate Merton. Immediately afterwards, Elihu Katz and Marty Lipset began arguing about who should pick up the tab for the dinner. In the end, they both gave me their credit cards and I was left with the task of explaining to the non-English speaking,

Table of Contents

Seymour Martin Lipset
Tribute.....1

President's Letter..... 2

Upcoming
Conferences.....3Note From Incoming
President.....5WAPOR Latin American
Seminar:
Colonia de Sacramento,
Uruguay.....6WAPOR Regional
Seminar: Jerusalem and
Haifa, Israel.....8Annual Conference
Information.....9

(Lipset continued on page 4)

Letter from the President

This is my last letter as WAPOR President. I decided to change my first draft when Michael Traugott, our new President, told me about Seymour Martin Lipset passing, it happened on the last day of 2006, the last day of my WAPOR presidency. This new text mixes my congratulations to Thomas Petersen and Patricia Moy, both remaining in the Council with new tasks ahead, and my deep appreciation to all the members of the Association, above all to Kathy Frankovic and Tom Smith, with a farewell, specially focused on Seymour Martin.

Certainly, we finished 2006 with a great loss. As you know, Seymour Martin Lipset, 84, who was our President in 1985-1986 died in Arlington, Virginia, due to a stroke, on December 31. He has been an outstanding scholar, working in a number of prestigious universities and institutions: Toronto (1946-48), Columbia (1950-56), Berkeley (1948-50 and 1956-66), Harvard (1966-75), Stanford, George Mason, the Hoover Institution and the Woodrow Wilson International Center for Scholars. Besides, he has been the only person to have been president of both the American Political Science Association (1979-1980) and the American Sociological Association (1992-1993).

Born in New York, as a member of a Jewish Russian immigrant family, instead of following the family suggestion of becoming a dentist, he became a social scientist. Intellectually and politically he evolved from a leftist stance –as a young Trotskyist, that is anti-Stalinist, he was the chairman of the Young People's Socialist League to a centrist position, becoming very active in the conservative wing of the Democratic Party in the last years –as a matter of fact he was one of the first American intellectuals to be called a neoconservative.

Lipset's *Political Man: the Social Bases of Politics*, published in 1960, that earned him the Gunnar Myrdal Prize, was unanimously included by the AAPOR judges in the 1995 list of the "Fifty books that significantly shaped public opinion research." This is one of the basic books I have been using in my doctoral seminar for several years. I love especially this book also because in it Lipset credited specially another Spaniard born, Juan José Linz, who was also WAPOR's President (1975-1976) years before him. Seymour Martin wrote: "I, perhaps, owe more intellectually to Juan Linz, with whom I have worked for a number of years, than to any other individual." Both, Linz (1993) and Lipset (1997) were awarded the Helen Dinerman Prize. I remember quite well when I met Seymour Martin last time in Edinburgh when he received the Dinerman Award in our Annual Conference.

Lipset was an overwhelming personality and an extremely prolific author, whose books have been translated into many different languages. Specifically, his *Political Man* sold 400,000 copies and got twenty translations to other languages than English. The book was reviewed in many journals: the *American Journal of Sociology*, *American Sociological Review*, *Contemporary Sociology*, *Western Political Quarterly*, *Administrative Science Quarterly*, *Political Science Quarterly*, *International Affairs*, etc. Sydney Verba (another Helen Dinerman awarded, 2004) who reviewed the book for *The Public Opinion Quarterly* emphasized its data, its method and its subject as "the three virtues of the book." Verba concluded his review writing 55 year ago "if a leader in one of the underdeveloped countries wants to find out how and why democracy works, he can do no better than to turn to this book."



WAPOR President
Prof. Esteban
López-Escobar

(Letter continued on page 3)

In the moment of saying "So long, Seymour," and perhaps because I am forced to say it, I feel more encouraged to promote the writing of some articles and a book to preserve the history of WAPOR. If in the last year I felt overwhelmed by different tasks, and I took notice of my own limitations to work more effectively in this endeavour, it does not mean surrender. We will follow ahead with a constant purpose.

Marita Carballo and Alejandro Moreno attended our last Council meeting that was held in Cambridge, Mass., close to Harvard, where a part of Lipset's life elapsed. We took notice of the exciting appointments for 2007. Maria Braun has promoted a WAPOR regional seminar for April in Colonia, Uruguay, with the support of several WAPOR members of the area; Jerusalem and Haifa will be the places where an Israeli regional seminar will take place at the end of June; and Berlin will welcome us for the 2007 annual conference.

Auf wiedersehen! Looking ahead to meet you soon, let me express to every one my best desires for 2007.

Conferences of Other Associations

Note: Previously this feature appeared in the IJPOR, however, due to space constraints in the journal, we will run the calendar in the WAPOR newsletter from now on.

2007

February 6-8, 2007:

"Public Opinion Polls and Decision Making: From Theory to Practice", Cairo, Egypt, Public Opinion Poll Center at IDSC. Contact: Ms. Yomna Gamil, The Cabinet Information Decision Support Center (IDSC), 1 Magless El-Shaab St., P. O. Box 191, Cairo, Egypt 11582, e-mail: conference@pollcenter.idsc.gov.eg – Consult: www.pollcenter.idsc.gov.eg

May 24-28, 2007:

57th Annual Conference of the International Communication Association (ICA), San Francisco, CA, USA.

Consult: www.icahdq.org

August 9-12, 2007:

Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC, USA. Consult: www.aejmc.org/convention/

2008

May 22-26, 2008:

58th Annual Conference of the International Communication Association (ICA), Montreal, Quebec, Canada. Consult: www.icahdq.org

August 6-9, 2008:

Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL, USA. Consult: www.aejmc.org/convention/

May 21-25, 2009:

59th Annual Conference of the International Communication Association (ICA), Chicago, IL, USA. Consult: www.icahdq.org

July 2009:

21st World Congress of the International Political Science Association (IPSA), Santiago, Chile. Consult: www.ipsa.ca

As always, if you have a conference or seminar from an organization you are involved with, please let us know. Send an email to renae@wapor.org to add this information.

WAPOR Office Information Update

Some changes have been made to the email address for the Executive Coordinator of WAPOR, Renae Reis. Please use the address Renae@wapor.org to get in touch with the WAPOR office. You can contact her with questions about anything, such as your IJPOR subscriptions, the WAPOR listserv,

somewhat fastidious hotel employee that exactly half of the bill should be charged to each card.

I think this little anecdote says a lot about Marty Lipset, who passed away on December 31, 2006 at the age of 84. His death represents the fourth major loss for the WAPOR family in only a few months' time, following the deaths of Warren Mitofsky, Robert Stevenson and Frank Stanton. Lipset's achievements as an American sociologist and political scientist can hardly be overestimated. Even just the list of offices he held testifies to his unique significance in the social sciences. He was president of the International Society of Political Psychology, the Sociological Research Association, the Society for Comparative Research and—it is tempting to say: of course—also president of WAPOR in the years 1985-1986. Among his many important contributions to WAPOR over the years, for which we owe him our eternal gratitude, he joined forces with two past presidents of WAPOR, Elisabeth Noelle-Neumann and Bob Worcester, to cofound the *International Journal of Public Opinion Research*, which is now one of the most outstanding journals in the field and which will always be associated with his name.

Marty Lipset is considered today to be the most frequently cited and thus most influential political scientists worldwide. Especially, however—and I believe this is illustrated by the scene in Paris described above—Marty was anything and everything conceivable, never boring and never coldhearted. I suspect that this is one of the reasons for his tremendous success and immense scientific achievements. His books and articles are brimming with content, confronting readers with a firework of data and facts. Yet these data are never an end in themselves—and he also never got lost in them. Instead, he used this wealth of data to aptly illustrate what he was trying to say to his readers. And what he was trying to communicate was at all times a clear and illuminating story that he never lost sight of, that was never trite and that was almost always surprising. Marty never kowtowed to the spirit of the times and he also saw no need to adorn his statements with any rhetorical finery. He really had something to say, and what he said, he could also prove. Marty Lipset's career testifies to the fact that although dazzling words and scientific obfuscation may get you somewhere, they ultimately never lead to true success. In the end, true greatness is reserved for those who, like Marty Lipset, really have something important and substantial to say.

And who are truly curious. Even in his final years, when he was already marked by illness, Marty still retained the curiosity on which all scientific progress is founded. His great strength was that he never lost sight of what was important—neither in his scientific work nor in any

(Lipset continued from page 4)

other respect. In June, 2000, he attended the WAPOR conference in Cadenabbia, which was chaired by Wolfgang Donsbach and which I had organized. A lot of things went wrong. Conference participants had to be picked up at the airport in Milan, but then the arrival times got mixed up. Someone who wanted to attend the conference but had not registered turned up, so I had to quickly conjure up accommodations. In the midst of this confusion, Marty urged me to come along with him for some reason. In the end, I cut an hour out of the conference program, wondering all the while what was so important. Marty took me to a nearby café—to have ice cream.

*Thomas Petersen, Publications Chair
Allensbach Institute*

Happy New Year to you all,

and welcome to another biennial cycle with a new WAPOR Council. I am pleased to be starting my term as President, and I look forward to working with the Council. We will be meeting regularly through the year, by conference call or at conferences and the annual meeting.

Esteban initiated a program to make WAPOR more visible in the world of opinion and market research by applying its expertise in a variety of useful ways. One accomplishment of the last year was the development of a statement about best practices and disclosure requirements for exit polls, under a committee chaired by Kathy Frankovic, and another was in the formation of a media relations committee headed by Alejandro Moreno. We will watch as these activities are rolled out, thinking about how they seem to be working and how they might be enhanced. I have sent the exit poll report to the AAPOR President and Vice-President, for example, and we are waiting for their reactions. We have been discussing some other potential Council projects, and you will hear more about them as they take shape.

WAPOR has been working on an expanding list of regional conferences and seminars, and the 2007 calendar is discussed elsewhere in the newsletter. Preparations are well underway for our annual conference in Berlin. In 2008, WAPOR will have been holding biennial conferences on survey quality in Cadenabbia for a decade, and we are planning something special to commemorate that benchmark. Thomas Petersen and I have been responsible for arranging the most recent ones in the series, and we will organize the 2008 seminar around the prospect of a published volume. For this one occasion, we will solicit authors to write papers on a series of specific topics related to survey quality with an eye toward publishing the volume. There will still be a general invitation to participate in the seminar and to discuss the papers in the beautiful setting of Villa La Collina.

I encourage all members of WAPOR to communicate with me or other Council members about interesting or important issues that you would like the Council to address. I look forward to seeing you at a WAPOR event in the coming year.

Mike Traugott

Call for Abstracts

WAPOR Latin American Seminar

“Public opinion, social conflict and political order”

Colonia de Sacramento, Uruguay, April 12-14, 2007

Why a Latin American Regional WAPOR Congress?

First of all, professions linked to public opinion research have grown considerably in our countries. Thus this is an appropriate time to meet here to exchange ideas and experiences.

Second, Latin America has experienced a recent set of events that makes the region a hotbed for public opinion research. A year of strong election activity is ending and important and distinct countries as Chile, Brazil, Mexico, Venezuela, Peru, Colombia and Bolivia have gone through relevant election processes. A new stage is beginning in which most of the countries in the South Cone –Argentina, Paraguay and Uruguay – are approaching decisive election processes. Meanwhile, we find ourselves in an important position in terms of international politics, in general, and inter-American relations, in particular; and great changes have been made regarding the participation of indigenous peoples in the rise of new political movements. The current situation in Latin America adds to this growth in the field as the basis for a regional meeting.

Why Colonia de Sacramento?

Located on the Uruguayan seaside, an hour from Buenos Aires, Colonia is a little town of 15,000 inhabitants declared a World Heritage site by UNESCO. It provides a truly fitting setting for a WAPOR regional seminar, which will be held at the Casa de la Cultura, in the midst of a tourist center and very close to a wide range of hotels that fit different styles and budgets.

Preliminary Program

The regional seminar will begin the afternoon of April 12th with a get-together, and the sessions will be held the following days, the 13th and 14th of April. Prior to that, on April 11th a joint session will be held with SAIMO (in Spanish, Argentine Association of Public Opinion and Market Researchers –www.saimo.org.ar – whose Congress will convene April 10th and 11th, 2007 in Buenos Aires).

The members of the organizing committee of this regional congress are:

Cesar Aguiar (EQUIPOS MORI Uruguay, caguiaar@equiposmori.com.uy)

Maria Braun (EQUIPOS MORI Argentina, mariabraun@equiposmori.com.ar) and

Manuel Mora y Araujo (IPSOS –Mora y Araujo, MMorayAraujo@morayaraujoci.com.ar)

Representatives of major Latin American countries have also committed their collaboration on the organization of this congress: Fabian Echegaray (Brazil), Alfredo Torres (Peru), Francisco Abundis (Mexico), Agustin Canzani (Uruguay), Jaime Duran and Santiago Nieto (Ecuador).

Seminar sessions will focus on:

1. Polls and elections in democratic societies
2. Democracy and political leadership in Latin America
3. Local governments
4. Gender and politics
5. Peace and integration in Latin America
6. Methodological advances in public opinion research
7. Political campaigns and media

Proposals

Proposals should include a general description of the research paper (research topic, specific research questions or hypotheses, methods and results), as well as full contact information (mailing address, e-mail address and telephone number) and affiliation for each co-author or participant. The abstract should not exceed three double-spaced pages or 750 words.

Deadlines

Deadline for papers: February 28th, 2007

Contact

Maria Braun maria.braun@fibertel.com.ar

Elections Report

Two Council members have new jobs! Thomas Petersen of Germany has been elected the new WAPOR Vice-President and President-elect and Patricia Moy of the United States has been elected Chair of the WAPOR Professional Standards Committee. Both Thomas and Patricia have been serving on WAPOR Council – Thomas as the elected Publications Chair, and Patricia as the appointed Conference Committee Chair.

One of my very last duties as WAPOR Past President was to chair the 2006 WAPOR Elections Committee. In early September I joined another former WAPOR President, Brian Gosschalk, to review the nominations members sent in for the two elected Council positions

The WAPOR Constitution requires competitive elections, and this year the open positions were those of Professional Standards Chair and Vice President (and President-elect).

We submitted three candidates to the membership for each position. Nick Moon of the UK and Frits Spangenberg of The Netherlands were the other candidates for Vice President, Edith de Leeuw of The Netherlands and Richard Hilmer of Germany were the other candidates for Professional Standards Chair.

WAPOR is fortunate to have so many active members who willing to stand for office. I am personally grateful to Nick, Frits, Richard and Edith for running, and want to personally congratulate Thomas and Patricia.

This year there will be three open positions – that of Secretary-Treasurer, Publications Chair and Liaison Chair. I hope once again many exceptional candidates will be nominated!

— Kathy Frankovic

Hurry! The extended deadline for submissions is February 15!

Call for Abstracts
WAPOR Regional Seminar
“Public Opinion, Communication, and Elections”

Jerusalem and Haifa, Israel, June 26-29, 2007

Since Lazarsfeld, Berelson and Gaudet published their seminal 1940 Erie study, elections have been a central research topic, connecting political science, sociology, communication, and public opinion research. As Elihu Katz and Yael Warshel note, this is probably because “election studies are good for science”. Elections offer us an opportunity to explore, in a heightened context, questions relating to individual and public choice, media effects, political parties, public opinion dynamics and more. Together with possible insights on such processes, election studies offer societies the opportunity to understand specific elections and their results. We love to conduct and read election research, but we still lack a clear understanding of the answers to lingering questions such as what decides an election? What issues will dominate an election campaign? Do campaigns matter? Why do journalists cover elections the way they do? Does this coverage help voters make up their minds? How should pollsters minimize errors in election predictions? Does publication of polls impact public opinion, campaign contributors, opinion leaders or journalists? And do election results actually matter for public policy?

More than 70 countries worldwide are expected to hold national elections in 2007, and many more have held national and local elections in 2006 (including Canada, Israel, Italy, the Palestinian Territories, Mexico and more). All of these offer us the opportunity to advance our understanding of the interaction between public opinion, communication and elections, and as a result, to better prepare for designing election research in the future (with an eye towards the 2008 US presidential elections and the 2009 European elections).

WAPOR seeks to bring together scholars with a historical, sociological, political science or communications science background, using a variety of quantitative and qualitative research methodologies, who will present original research papers at the seminar.

And what better place to hold an elections seminar than in Israel – a politically charged society? In the past 10 years Israelis have gone to the polls five times for national elections. Furthermore, Jerusalem is a focal point for one more polity – the Palestinian National Authority. Indeed, in 2006 Jerusalem was the only city in the world in which two separate national elections were held — Israeli and Palestinian. The seminar will convene 26-29 June 2007, beginning in Jerusalem and ending in Haifa. Seminar participants will have pre-arranged ground transportation from Ben Gurion airport in Tel Aviv to Jerusalem, from Jerusalem to Haifa, and from Haifa back to the airport. The seminar is co-sponsored by WAPOR and the Israeli Communication Association.

Proposals:

Proposals should include a general description of the research paper (research topic, specific research questions or hypotheses, methods and results), as well as full contact information (mailing address, e-mail address and telephone number) and affiliation for each co-author or participant on a separate sheet. The extended abstract should not exceed three double-spaced pages or 750 words.

Deadlines:

Extended deadline for proposals: February 15, 2007
Deadline for full papers: May 20, 2007

Contact and electronic submission:

Yariv Tsfati – ytsfati@com.haifa.ac.il
Tamir Sheaffer - msstamir@mscc.huji.ac.il
Lilach Nir - lnir@mscc.huji.ac.il

Announcement:
60th ANNUAL CONFERENCE
Public Opinion and the Challenges of the 21st Century
Berlin, Germany

Wednesday, September 19 to Friday, September 21, 2007

Wissenschaftszentrum Berlin (WZB)
Social Science Research Center Berlin

The World Association for Public Opinion Research (WAPOR) will hold its annual conference in September 2007 in Berlin, Germany. We will start with an ESOMAR/WAPOR Joint Session on the afternoon of September 19th. During the following 1.5 days we will be discussing “**Public Opinion and the Challenges of the 21st Century.**” Along with other topics of interest we would like to focus on:

- Learning from History: What Historians tell us about the Relevance of Polling
- New Problems – New Methods
- The Understanding and Relevance of Public Opinion in Theoretical Perspective
- Public Opinion and Civil Society
- Survey Research, Peace Building and Conflict Resolution
- Public Opinion and Democracy
- Survey Research and Gender Gap
- Survey Impact among Voters and Politicians
- Media, Polling and Public Opinion

WAPOR seeks to bring together scholars with a historical, sociological, political science or communications science background who would present original research papers at this conference.

Proposals should include a general description of the research paper (research topic, specific research questions or hypotheses, methods and results), as well as full contact information (mailing address, e-mail address and telephone number) for each co-author or participant on a separate sheet. The abstract should not exceed three double-spaced pages or 750 words.

Deadlines:

Deadline for Abstracts: 1 March 2007

Deadline for Papers: 1 July 2007

Closing Registration: 1 September 2007

Contact:

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60th Annual Conference

“Public Opinion and the Challenges of the 21st Century” Berlin, Germany September 19-21, 2007

More information on the upcoming 60th Annual Conference being held in Berlin, Germany in 2007, is posted on page 9 of this newsletter. If you have already submitted a paper proposal, you do not need to resubmit.

Contact Information:

Richard Hilmer
(wapor@infratest-dimap.de) or
Renaë Reis (renae@wapor.org)

WAPORnet

As a member of WAPOR, you have access to the listserv, which you can use to keep in touch with other WAPOR members. This is a feature of your membership that we urge you to take advantage of. You may have information on upcoming events or on current happenings in public opinion research that you would like to share with the other members. Send your message to wapor@unl.edu to reach current members of WAPOR. Tip: Replying to a message from wapornet results in everyone receiving your reply.

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Calendar

February 15, 2007

Extended deadline for proposals
Jerusalem and Haifa, Israel Seminar

February 28, 2007

Deadline for papers
Colonia de Sacramento, Uruguay Seminar

March 1, 2007

Deadline for abstracts
Berlin Annual Conference

April 12-14, 2007

WAPOR Latin American Seminar
*Public Opinion, Social Conflict and Political
Order*
Colonia de Sacramento, Uruguay

June 26-29, 2007

WAPOR Regional Seminar
*Public Opinion, Communication and
Elections*
Jerusalem and Haifa, Israel

September 19-21, 2007

WAPOR Annual Conference
*Public Opinion and the Challenges of the 21st
Century*
Berlin, Germany

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- Do you have an idea for an article in the newsletter?
 - Is there an event happening in your part of the world?
 - Are you interested in organizing a conference?
 - Do you have photos you'd like to contribute?
 - Do you have ideas on how to improve the website or newsletter?

If so, please contact the WAPOR office by sending an email to renae@wapor.org or to Thomas Petersen (Publications Chair) at tpetersen@ifd-allensbach.de

***Please let us know your upcoming events.
Deadline for 1st quarter newsletter events or
article submission is February 15, 2007***

The Department of Political Science at the University of
Kansas invites nominations and applications for the
Sir Robert Worcester Distinguished Professorship in Public
Opinion and Survey Research.

We seek an individual with intellectual interests in public opinion and polling who can serve as a focus for multi-disciplinary synergy on the theory and practice of public opinion polling and its public policy implications.

In addition to a Ph.D. in political science or a closely related field of relevance to public opinion, the successful candidate will have an established record of excellence in scholarly research and publication on public opinion and survey research and a concomitant national and international reputation as a scholar of excellence; the capacity to work with students and scholars in related disciplines; an established record of excellence in public opinion and survey research practices; and a demonstrated capacity to work with practitioners. The successful candidate for the position should be eligible for an appointment with tenure as a Distinguished Professor. For additional guidelines or information on required qualifications for an appointment as a Distinguished Professor, please refer to: http://www.provost.ku.edu/policy/faculty/dp_guidelines.shtml.

Start date: August 18, 2007 or thereafter. Candidate should also be eligible to work in the U.S. prior to the starting date of the position. Women, minorities, and candidates who will contribute to the climate of diversity in the College, including a diversity of scholarly approaches, are especially encouraged to apply.

A letter of interest, current vita, a broad sample of important publications and current research, evidence of teaching experience and ability, and the names of at least 3 references should be sent to: Professor Elaine B. Sharp, Chair, Department of Political Science, University of Kansas, 1541 Lilac Lane, Lawrence, KS 66045. (785) 864-9025. Initial review of applications begins March 15, 2007 and will continue until the position is filled. EO/AA Employer.

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What is Communication Theory & Methodology?

The Communication Theory & Methodology (CT&M) division of the Association for Education in Journalism and Mass Communication (AEJMC) was created in the mid-1960s. The goal of CT&M was and still is to advance the study of communication through theory-based, methodologically-sound research.

CT&M has traditionally been a leader at encouraging research by graduate students. It was the first division of AEJMC to have a **student paper competition**, and every year it awards \$250 to the Top Student Paper. In addition, CT&M will award all first authors of student papers \$50 to help **offset the cost of traveling** to the conference.

The **CT&M Student Reviewer Program** trains ABD students in the process of paper reviewing by not only allowing them to participate in the actual reviewing process, but by sharing faculty reviews of the same paper so that students are able to compare how they evaluate manuscripts with more experienced reviewers

The **CT&M Minority Student Scholarship** - currently \$1,200 - acknowledges and honors outstanding minority students. It is awarded annually to a deserving student enrolled in a journalism & mass communication Ph.D. program.

The **CT&M Syllabus Exchange** aids new and established faculty alike by serving as a repository of excellent syllabi developed and tested at universities around the country.

If you are interested in the theory and methodology of communication research in any substantive AEJMC area, CT&M should be the first division of AEJMC that you join.

For more information:

Visit the CT&M Web site at

<http://aejmcctm.blogspot.com>

or contact Hernando Rojas: hrojas@wisc.edu